STAFF REPORT

Meeting Date: April 7, 2015

To: Honorable Mayor & City Council

From: Steve Zoet, Director of Community Services

Subject: Review of the Conditions of the Existing Facilities at LaCienega Park and Public Input Received Regarding Possible Improvements

Attachments:
1. Copy of the Proposed Public Outreach Plan
2. Summary of the December 14, 2014 Public Comments
3. Summary of Facilities Maintenance Work Orders
4. Photo Documentation of Existing Site Conditions

INTRODUCTION

Based on the successful construction and public use associated with the new Roxbury Community Center and park improvements staff understood it to be City Council's interests to have a similar public assessment and input process occur with the LaCienega Community Center and Park. The LaCienega Community Center has not had any substantive changes or improvements occur to its design and use in its 34 years of existence. The facility was publicly dedicated and opened for use in 1981. Similarly, the LaCienega Tennis Center, opened for public use in 1990, has not had any major renovations occur other than an upgrade that occurred to its public locker and restroom facilities in 2010.

A public meeting intended to elicit input regarding any desired changes or improvements to the park occurred on December 10, 2014 and was attended by approximately 50 residents and interested park users. A summary of the comments that were generated that evening is attached for your awareness.

DISCUSSION

The LaCienega Community Center has had ongoing maintenance, programmatic limitations and user issues associated with its operation for many years. The overhead skylight, which runs the expanse of the building, beneficially introduces natural light into the interior however it leaks excessively during high rain events. Although numerous efforts have been made to repair it, water intrusion continues with regularity and has

contributed to interior damage to ceiling, wall and flooring materials as well as mold and mildew problems that can potentially contribute to public health issues and requires ongoing treatment.

Other recurring, expensive repairs or maintenance related issues associated with the facility have included its sanitary sewer system which backs up on occasion and causes operational impacts. The building's heating, ventilating and air conditioning systems (HVAC) are of the age that they too are starting to experience failures. Numerous times over this past summer and in prior years, the air conditioning system has failed during peak heat waves which caused extreme patron and staff discomfort, particularly to the very young who are enrolled into the preschool program and the elderly who patronize the various programs and services offered there. Door systems are likewise starting to fail, contributing to building security concerns, and finding replacement hardware is becoming increasingly more difficult due to the age of the systems involved. The general age of the facility's overall infrastructure and its heavy public use over the years is such that system failures and operating malfunctions occur on a more frequent basis.

Staff has also had a difficult time controlling the intrusion of rodents which find access points as building materials break down and entry points are created through foundational and structural deterioration. Spatial limitations have also restricted program growth and public rental opportunities. The building, host to a popular preschool program, is unable to accommodate the community's interest with enrollment and is becoming increasingly more difficult to comply with State licensing requirements regarding the operation of this type of program.

Less costly but equally needed and desired improvements exist within the park and include the need to assess the current condition of plumbing and electrical infrastructure associated with the park's public restroom facilities due to related problems. Additionally, the park's playground apparatus is no longer sufficient to meet the demands and usage they receive and the surrounding fall protection material (sand) is no longer considered an appropriate surface for accessibility to the equipment and requires a disproportionately higher level of maintenance. As occurred at Roxbury Park, staff would like to engage the public to assess their interests in new equipment, shade components, accessibility issues and related factors.

The two meeting rooms located on the ground floor of the Tennis Center on the west side of LaCienega Boulevard has long been home to the Beverly Hills Bridge Club which rents the space from the City. Through the years, the Club, with the support and coordination of the City, has made some desired improvements to these spaces for their own benefit and comfort. Recently, a request was made to the City to install windows in these spaces to allow for access of natural light. The affected walls are weight bearing and were not designed to accommodate these openings. Staff presumes that electrical and possibly plumbing infrastructure would have to be rerouted and structural retrofitting would have to occur to accommodate window openings. Staff is happy to formally assess these possibilities however and to identify probable related costs if directed by City Council to do so.

FISCAL IMPACT

Costs associated with publicly desired improvements to park grounds and facilities is unknown until such time that the desired improvements have been charted and staff can assess preliminary costs. Staff do not foresee there being any costs to solicit public input through the means that will be used. Assuming that some improvements would

eventually be desired, staff has been recommending that funds be set aside through the Capital Improvement Budget in Fund 160, the Parks and Recreation Facilities fund. City Council approved $100,000 in the current fiscal year's CIP budget for professional planning assistance. Staff previously recommended $2,650,000 in funding for fiscal year 2015/16 and additional funds in out years to help cover anticipated construction costs and to work within the projected availability of resources that are anticipated to be received into the fund.

Fund 160 receives its funding through a construction based fee and its proceeds can only be used for projects such as these. Like the improvements made to Roxbury Park, this fund would serve as a source to offset any large scale investment should doing so ultimately be supported by City Council. However, this fund does not routinely generate enough proceeds to cover costs associated with multi-million dollar projects and other general fund sources, typically Infrastructure and Capital Assets, as occurred with Roxbury Park, would also need to be used to fund this level of investment if it is to occur.

RECOMMENDATION

This item is for informational purposes only. Unless directed otherwise by City Council, staff will continue with its community engagement and public outreach efforts to assess interests associated with the entire park property, including grounds and structures both east and west of La Cienega Boulevard.

Staff will provide City Council with updated summaries of the community's interests as the public input process continues.

Steve Zoet
Approved By

Attachment 1

BEVERLY HILLS COMMUNITY SERVICES DEPARTMENT
2014-2015 PUBLIC OUTREACH PLAN
LA CIENEGA COMMUNITY CENTER & PARK

Prepared by: Heather Sumagaysay, Publicist, Community Services Department

OVERVIEW

The Beverly Hills City Council identified in the FY 2014-2015 list of priorities an expressed interest in making improvements to the LaCienega Park and Community Center.

Phase I of public outreach efforts will kick-off on ***Wednesday, December 10***, with a community workshop hosted at the LaCienega Community Center from 7 p.m. to 9 p.m. Additional information about this meeting is included below. Public outreach efforts are anticipated to continue in early 2015. Upon recommencement, the public will be provided with a summary of input gathered from the community thus far as well as potential next steps.

GOAL

Our goal is to conduct community outreach to solicit public opinion about interests to invest in park and/or improvements to existing structures within LaCienega Park, including the Tennis Center, and to identify and record the community's current wants and needs. We want to inspire as many community members as possible across Beverly Hills to provide feedback and input on changes or upgrades they would like to see at the LaCienega Park, the Community Center and other structural assets.

Within that broad scope, we need to achieve the following goals through our efforts:

- Design and implement a community outreach campaign that gathers public feedback in a variety of ways to ensure that everyone has an equal opportunity in participating
- Elevate awareness for the public outreach phase

TIMELINE

Pending City Council approval and direction, The Community Services Department recommends conducting a five month public outreach process from December 2014 – April 2015. Phase I will include gathering feedback and ideas through various communication channels from user groups, stakeholders and community members. Phase II will include data analysis and reporting of collected information to City Council and the Recreation and Parks Commission in April 2015.

PHASE I:

- Provide the proposed community outreach plan to City Council and the Recreation and Parks Commission - November and December 2014
- City Council meeting updates:
  - Initial announcement on December 2, 2014
  - Additional updates to follow in 2015
- Recreation & Parks Commission meeting updates:
  - Initial announcement on November 24, 2014
  - Additional updates to follow in 2015
- Town hall meetings with desired target audiences (LaCienega user groups and community stakeholders):
  - First meeting: Hosted at LaCienega Community Center on December 10, 2014 from 7p.m. to 9p.m.
  - Additional meetings to follow in 2015
- Liaison meetings (Dates to be determined)
- Online and print survey available to the community: Early 2015

TARGET AUDIENCE:

Existing LaCienega User Groups:

- Current recreation, parks and community services patrons
- Preschool parents
- Local Beverly Hills residents and adjacent Los Angeles residents within close proximity to the park (approximately 1,350 addresses)
- Facility rental groups

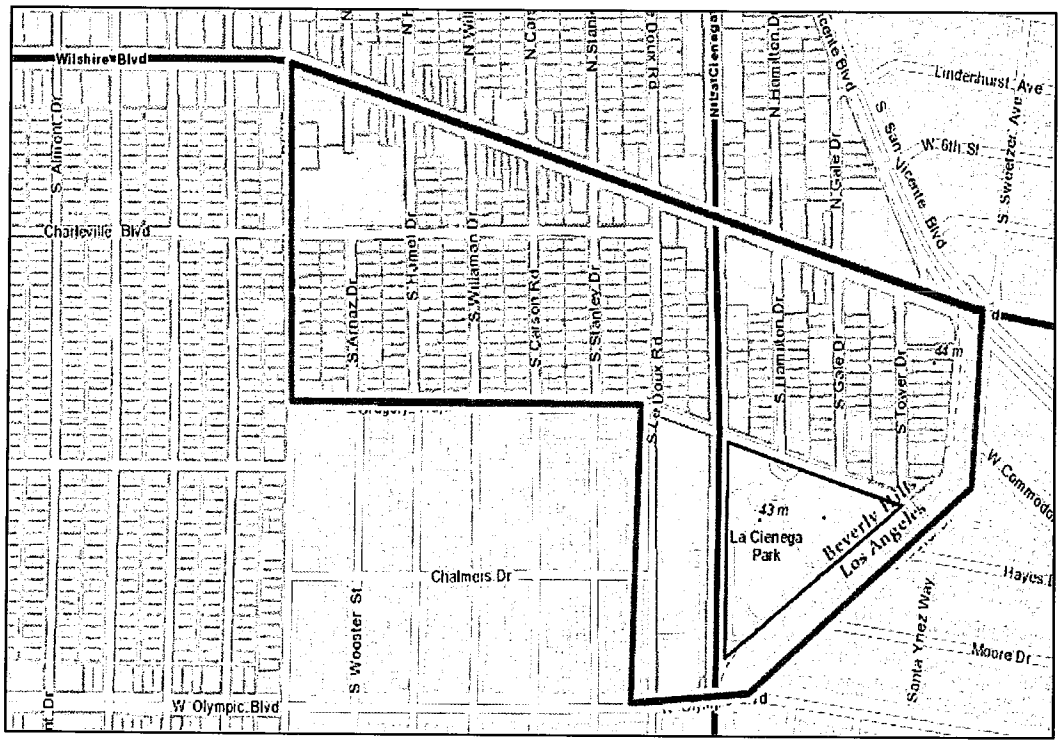
Community Stakeholders:

- Beverly Hills City Council and Recreation and Parks Commission
- Beverly Hills Unified School District (BHUSD) and PTA groups
- Beverly Hills residents
- Southeast Task Force
- Nearby religious groups
- Local business community
- Email database of 5,000+ patrons registered through CLASS (online registration database for Community Services classes and programs)
- Beverly Hills Chamber of Commerce and Beverly Hills Conference & Visitors Bureau (CVB)
- TEAM Beverly Hills
- Teen Advisory Committee (TAC members)
- Beverly Hills Active Adult Club (BHAAC)
- Youth sports organizations
- Homeowners Associations in surrounding areas

PUBLIC OUTREACH STRATEGIES:

The City's Community Services Department will educate and inform the community about the public outreach phase for the LaCienega Community Center by utilizing a variety of proven communication tools and tactics including:

- ***Public outreach meetings*** conducted with various target audiences, including LaCienega user groups, community stakeholders and press. This includes town hall meetings, focus groups, meetings, etc.
- ***A webpage*** with information about how to submit ideas and feedback for desired enhancements to LaCienega Park, Community Center and related structures. The webpage will also identify current programs, amenities, hours of operation and contact information.
- ***Online and mail survey*** with questions on what changes or upgrades the public would like to see at this site.
- Announcements at ***City Council and Recreation and Commission meetings*** about ways the public can provide feedback and ideas.
- ***Press releases from the Community Services Department*** in local media.
- ***Print advertisements*** in *The Weekly* and *The Courier.*
- ***Mailers*** sent to local Beverly Hills residents and adjacent Los Angeles residents within close proximity to LaCienega Park. Each mailer will notify residents about upcoming town hall meetings and let them know how to participate in the public outreach phase. Postcards will be mailed to approximately 1350 addresses within the following borders: North - Wilshire Blvd., South - Olympic Blvd., West - Robertson Blvd., and East - one street behind the LaCienega Community Center – Schumaker Drive (Los Angeles).



PUBLIC OUTREACH STRATEGIES (continued):

- ***Stakeholder marketing outreach***—blurbs about the public outreach process and upcoming meetings will be provided to all stakeholders for inclusion in their publications. This includes outreach materials provided to BHUSD, TEAM Beverly Hills, TAC, HOAs, PTA groups, faith based organizations, etc.
- ***Flyers*** displayed at all City facilities for public meetings, including the Library, City Hall, various park sites, stakeholder facilities, coffee shops, etc. Additionally, staff will pass out flyers when appropriate at reoccurring City events, such as the Farmers' Market and Monday morning's "Walk with the Mayor."
- Staff to work with ***Beverly Hills Television*** to feature announcements about upcoming meetings as well as ways for the public to participate in the planning process for inclusion on public access TV and the City's YouTube channel.
- ***Bridge banners and signage*** to be displayed around town with the message. Signs will be created and posted at strategic locations so that residents know how to get involved, including at LaCienega, City Hall and Roxbury Park.
- ***Parking valet signs*** to be displayed at key public parking lots around town notifying the community of upcoming public meetings.
- ***Targeted e-mail blasts*** sent to all relevant City and Department e-notify subscriber lists, including: sports and recreation groups, CLASS registrants, preschool parents, BHUSD school newsletters, PTA groups, VIPs and dignitaries, TEAM Beverly Hills, Teen Advisory Committee.
- ***Social Media***-including the City and Department's *Twitter and Facebook* accounts will be utilized to help promote public outreach efforts.
- ***Online tile ads*** placed in key areas on webpages, including the *City's website, Chamber of Commerce, BHUSD, and social media.*
- ***Community Services Department's printed brochure*** (spring and summer 2015)- inclusions of advertisements letting residents know how to participate in the public outreach phase (brochure mailed to approximately 20,000 homes).

MESSAGE TO COMMUNITY MEMBERS AND STAKEHOLDERS:
Informal Tone:

You're Invited to a Community Meeting
Let's Help LaCienega be the Best!

We want to hear from you! The Community Services Department invites you to help shape the future of LaCienega Park, Community Center, Tennis Center and related structures. Join us for a public meeting and share what you'd like to see at these sites.

Wednesday, December 10, 2014
7 p.m. – 9 p.m.
LaCienega Community Center
8400 Gregory Way, Beverly Hills, CA 90211

Facility tours available between 6:45 p.m. – 7p.m.
Light refreshments and free childcare provided for kids ages 3- 10 years old
Free parking at the LaCienega Tennis Center parking structure

For more information, visit BeverlyHills.org/LaCienega or call 310.285.2537.

Formal Tone:

We Want to Hear from You!

The Community Services Department is asking residents to provide feedback and input on changes or upgrades they would like to see at LaCienega Park, Community Center, Tennis Center and related structures. Your input is a valuable part of the planning process and we want to hear from you!

Look for upcoming public meetings in early 2015.

Share your ideas and feedback by visiting www.BeverlyHills.org/LaCienega or calling 310-285-2537.

MEASUREMENT

We measure the success of the public outreach phase every step of the way to determine what the most beneficial tactics are that we can implement for this campaign. Throughout this six month campaign, the Community Services Department will present progress reports to both the Beverly Hills City Council and Recreation and Parks Commission, including:

- Regular updates on community ideas and feedback, progress, and observations.
- Total number of people who participated in public meetings
- Total number of people who participated in public surveys
- Mail and email marketing impressions and engagement
- Social media engagement, such as: examples of posts with photos, online impressions/ click-through ratings and page opens
- List of community groups contacted by staff
- High resolution PDF's of any press clippings

Attachment 2

La Cienege Park and Community Center
Community Meeting December 10, 2014

BACKGROUND

The LaCienega Park, Community Center and Tennis Center complex is the most highly utilized of the City's public parks. The park is home to sports fields which provide for baseball, softball, soccer and other organized sports needs within our community. It serves multiple sports leagues, provides a perimeter jogging track, contains outdoor exercise equipment, a snack bar and picnic tables that are open use or are available for reservation.

The Community Center houses an auditorium, dance room, meeting room and a City operated Preschool room. Community meetings, social gatherings, rentals and a variety of City sponsored recreation classes and programs are also held in these rooms. Additionally, the Center serves as office space for City staff.

COMMUNITY MEETING (12/10/2014)

Earlier this year, the Beverly Hills City Council expressed interest in making improvements to LaCienega Park and the Community Center. For the next five months, the Department hopes to gather feedback in a variety of inclusive ways to determine the community's vision and wishes for the park, community center, tennis center and related structures.

On December 10, 2014, the Community Services Department hosted the first public meeting to help shape the future of these public assets. Below is a copy of the topics and ideas shared at this meeting.

NOTE: The numbers listed below in parentheses are the number of times topics were mentioned by meeting participants.

PUBLIC COMMENT- OUTDOOR

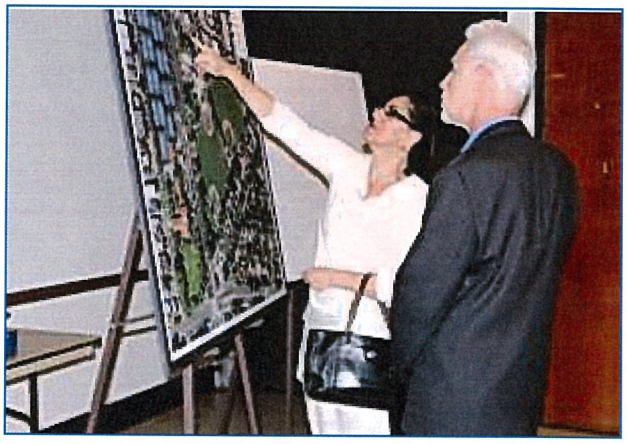
Playground (29)

1. More shade (7)
2. Different surface (4)
    a. Foam (1)
    b. Softer surface (1)
    c. Less sand (2)
3. Dedicated sand area separate from playground (2)
4. Water play (2)

5. Enlarge (2)
6. Equipment enhancements (5)
    a. More Challenging Equipment (2)
    b. Modernized (1)
    c. Bigger equipment (1)
    d. Swings (1)
7. Other
    a. More seating close by (1)
    b. Less cushioning (1)
    c. Mentioned Use - unspecified (5)

Fields (28)

1. Increased seating in Park (3)
2. Field Drainage Improvement (3)
3. Increased accessibility for casual park users (non-members of team sports) (3)
4. Artificial Turf (2)
5. Field maintenance (4)
6. Increase maintenance of fields (2)
    a. Level fields (1)
    b. Fill Holes (1)
7. Improved shade for seating areas (2)
8. Improve watering schedule for fields (1)
9. Improve Lighting (9)
    a. Improved Outdoor Lighting (4)
    b. Fenton Field Specifically (1)
    c. Walking Path (2)
    d. Improved Indoor Lighting (2)
10. Batting Cage Update (1)



Walking Path / Track / Equipment (17)

1. Improve Lighting on walking path (2)
2. Expand path for bikes and kids (1)
3. Exercise Equipment – Mentioned Use (5)
4. Other (8)
    a. Decrease mud (1)
    b. Mentioned Use (7)

Landscaping (9)

1. Water-wise/ Drought Tolerant (3)
2. Improved Landscaping general (2)
    a. Along Gregory Way by LCTC (1)
3. Add vegetation, trees, flowers (4)
    a. Less grass (1)
    b. Flower Garden (like CCP) (1)
    c. Zen Garden (1)
    d. More trees (1)

Picnic Area/ Snack Bar (15)

1. Improve Food Vending Options (4)
    a. Snack bar open more (1)
    b. Snack Bar update needed (1)
    c. Coffee Shop / Café (1)
    d. Higher quality food options (1)
2. Picnic Tables (7)
    a. Increased # tables (3)
    b. Shaded (2)
    c. More BBQ Pits (1)
    d. Closer to playground (1)

Outdoor Planning / Design Suggestions (12)

1. Enlarge Park Space (5)
    i. Not enough green space, overcrowded (1)
    ii. More Space in Park (remove fields) (1)
    iii. Relocate Park Maintenance to use space for park (1)
    iv. Acquire corner lot (2)
2. Safe Crossing across La Cienega (2)
3. Connection to Metro (2)
4. Other (3)
    i. Make a center of civic life (1)
    ii. Planning that encourages use of bikes and connectivity to transportation systems. (1)
    iii. Integration with South BH (1)

Other Amenities (47)

1. Increased Parking (9)
    i. Increase Parking - Unspecific (7)
    ii. Enlarge LCTC structure (free up street parking for residents) (1)

iii. Subterranean Parking (1)

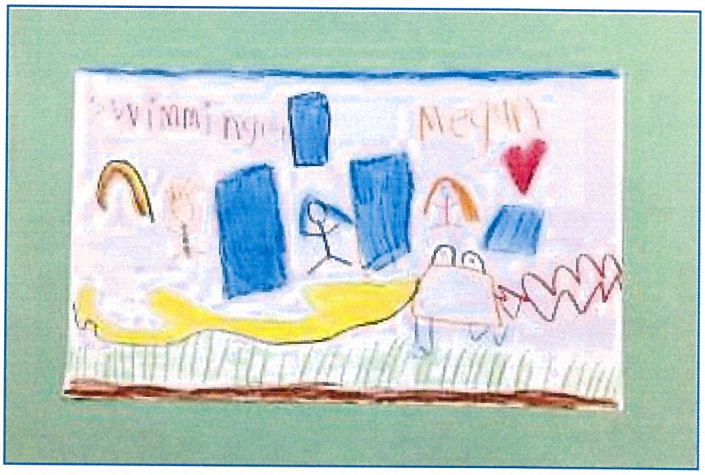
2. Drinking fountains for dogs (2)

a. Improve drinking fountains (4)

3. Outdoor Event Space – (2)

   i. Semi Private (1)

4. Add security personnel /cameras (2)
5. Archery / Shooting Range (1)
6. Skateboarding area (1)
7. Mini Golf (1)
8. Racquetball Courts (1)
9. Bridge/overpass from Tennis center (3)
10. Dog Park (1)
11. Pool (3)
12. Basketball Courts (8)
13. Bicycles / Bikes (6)
    i. Bike Racks (1)
    ii. Bike routes to and from park (2)
    iii. Bike paths in park (2)
    iv. Shady Bike Path (1)
14. Other
    i. Extended Park hours (1)
    ii. Allow use of personals shading devices (1)
    iii. Business Improvement (2)



PUBLIC COMMENT- INDOOR

Renovations/Alterations Needed (40)

1. Design (20)
2. Building enhancements (11)
   a. Too institutional (1)
   b. Bright colors (1)
   c. Improve Lobby (1)
   d. Make building nicer/ larger (2)
   e. Open Windows for Air Circulation (1)
   f. Light and Airy reception area (1)
   g. Two story structure (1)
   h. Sound barrier between rooms (1)
   i. Integrate with BH Healthy initiatives (1)
   j. Modular construction so can be altered (1)
3. Roof Replaced (leaking) (3)
4. Complete replacement - unequivocal (3)
5. Short term refurbishment (1)
6. Solar Panel/ Energy Efficient / LEED (2)

Amenities- Improvement Needed (19)

1. Enhance rooms (7)
    a. More rooms (3)
    b. Increase rooms avail for b-day events (2)
    c. Fix / Improve Rooms General (2)
2. New projector screen (3)
3. More comfortable chairs (2)
4. Larger Dance Room (1)
5. Teen Room Needed (1)
6. Classroom with sinks for Art Class (1)
7. Improved building maintenance (1)
8. Business center with computers (2)
    a. Tech Room (movies and computer) (1)
    b. Business Center (computer /fax) (1)
9. Library (2)
    a. -Drop off / pick up (1)
    b. -Library space (1)

Improve bathrooms (15)

1. Safety (2)
    a. Safer (1)
    b. Tennis Center bathrooms specifically (1)
2. Lighting (2)
    a. Fenton Bathrooms specifically need light (2)
3. Remodel bathrooms (2)
    a. Scrap and start over (2)
4. Family Bathroom (1)
5. Increase accessibility for disabled (1)
6. Water conserving (2)
7. Preschool Bathroom Separate from Public (2)
8. Other Renovations (3)

Preschool (9)

1. Increased Size of Room (2)
2. Separate Patio / Outdoor Play Area (1)
3. More windows (1)
4. Kid-accessible sinks (1)
5. Other (4)

Improved Programming (11)

1. More senior Programs (2)
2. More sports for kids (2)
3. More adult classes (4)
    a. More adult classes (1)
    b. Evening Walks (1)
    c. Rock climbing (1)
    d. Climbing nets (1)
4. Coordination with schools (1)
5. Increased Outdoor Events (1)
6. Activities for diversity of age (1)

Tennis Center (7)

1. New elevator (1)
2. Upgrade lobby (1)
3. Install windows for more light (1)
4. Expand rooms (1)
5. Better ventilation (1)
6. New bathrooms (1)
7. Tennis Wall (1)

For more information about the La Cienega Park and Community Center, visit www.BeverlyHills.org/LaCienega or call
310.285.2537.

Attachment 3

SUMMARY REPORT OF FACILITIES MAINTENANCE WORK ORDERS FOR THE LACIENEGA COMMUNITY CENTER FOR 2012 – 2014

2012 – 169 Recorded Work Orders, 71 Related to Substantive Repairs

Plumbing Repairs –	30 (Leaking pipes/fixtures, backed up sanitary sewers, related conditions)
Facility Repairs –	19 (wall, flooring and ceiling repairs, hardware repairs, etc.)
Door Repairs –	20 (Failures of the closing devices, locks and related safety/security issues)
Roof Repairs –	2 (Leaking skylights and roofing materials)
Electrical Repairs -	1 (Blown circuits, equipment failures and related electrical problems)
Misc. Repairs –	98 (Lighting fixtures, graffiti removal, mechanical systems, mold abatement, etc.)
Total:	**169**

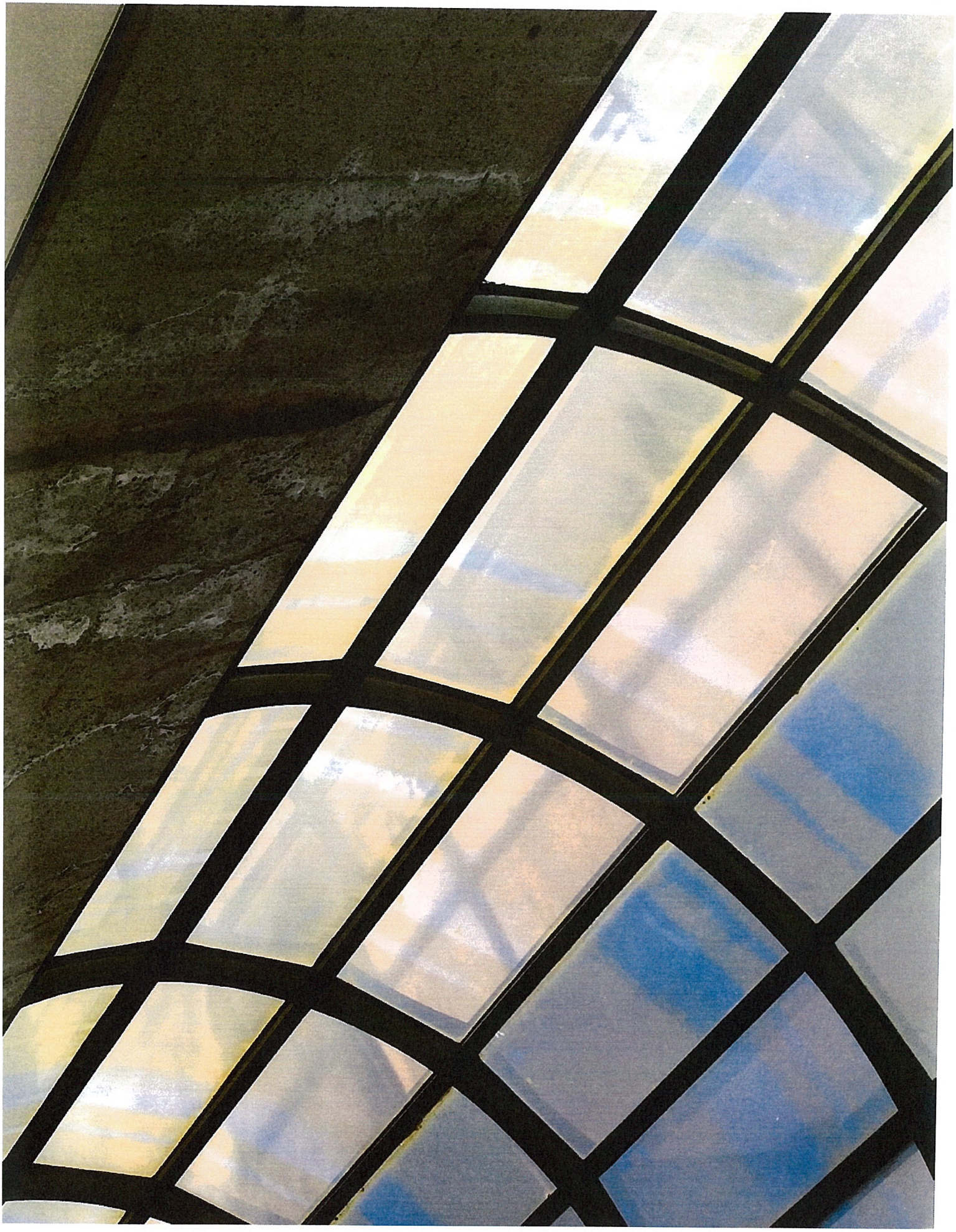
2013 – 198 Recorded Work Orders, 101 Related to Substantive Repairs

Plumbing Repairs -	40
Facility Repairs -	22
Door Repairs -	30
Roof Repairs -	1
Electrical Repairs -	8
Misc. Repairs -	97
Total:	**198**

2014 – 159 Recorded Work Orders, 69 Related to Substantive Repairs

Plumbing Repairs -	41
Facility Repairs -	7
Door Repairs -	15
Roof Repairs -	2
Electrical Repairs -	4
Misc. Repairs -	90
Total:	**159**

Attachment 4



EXIT

WATER
Think Outside The Sink
Stage B
in the Emergency Water Conservation
City Council has declared a mandatory
10% water reduction that requires changes
in day to day activities to save water.